



Counties: Mobile, AL



2000 Total Population	399,843
2000 Group Quarters	8,068
2008 Total Population	411,365
2013 Total Population	421,452
2008 - 2013 Annual Rate	0.49%



2000 Households	150,179
2000 Average Household Size	2.61
2008 Households	154,863
2008 Average Household Size	2.61
2013 Households	159,230
2013 Average Household Size	2.6
2008 - 2013 Annual Rate	0.56%
2000 Families	106,745
2000 Average Family Size	3.13
2008 Families	108,797
2008 Average Family Size	3.17
2013 Families	110,723
2013 Average Family Size	3.19
2008 - 2013 Annual Rate	0.35%



2000 Housing Units	165,101
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	9.0%
2008 Housing Units	176,014
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	12.0%
2013 Housing Units	184,007
Owner Occupied Housing Units	58.9%
Renter Occupied Housing Units	27.7%
Vacant Housing Units	13.5%

Median Household Income

2000	\$33,712
2008	\$39,629
2013	\$43,502

Median Home Value

2000	\$76,552
2008	\$111,622
2013	\$114,733

Per Capita Income

2000	\$17,178
2008	\$19,198
2013	\$20,952

Median Age

2000	34.4
2008	35.9
2013	36.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Mobile, AL****2000 Households by Income**

Household Income Base	150,255
< \$15,000	23.3%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	7.6%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	1.0%
\$200,000+	1.4%
Average Household Income	\$45,263

2008 Households by Income

Household Income Base	154,863
< \$15,000	19.8%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.3%
\$200,000+	1.6%
Average Household Income	\$50,395

2013 Households by Income

Household Income Base	159,230
< \$15,000	17.4%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.4%
\$200,000+	1.7%
Average Household Income	\$54,796

2000 Owner Occupied HUs by Value

Total	103,402
<\$50,000	24.3%
\$50,000 - 99,999	46.0%
\$100,000 - 149,999	16.0%
\$150,000 - 199,999	6.9%
\$200,000 - \$299,999	3.9%
\$300,000 - 499,999	1.8%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$97,858

2000 Specified Renter Occupied HUs by Contract Rent

Total	46,437
With Cash Rent	92.5%
No Cash Rent	7.5%
Median Rent	\$370
Average Rent	\$364

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Mobile, AL



2000 Population by Age

Total	399,843
0 - 4	7.3%
5 - 9	7.8%
10 - 14	7.7%
15 - 19	7.6%
20 - 24	7.0%
25 - 34	13.3%
35 - 44	15.3%
45 - 54	13.1%
55 - 64	8.7%
65 - 74	6.5%
75 - 84	4.1%
85+	1.3%
18+	72.5%

2008 Population by Age

Total	411,365
0 - 4	7.4%
5 - 9	7.0%
10 - 14	7.0%
15 - 19	7.1%
20 - 24	6.8%
25 - 34	13.5%
35 - 44	13.3%
45 - 54	14.4%
55 - 64	11.1%
65 - 74	6.5%
75 - 84	4.2%
85+	1.7%
18+	74.4%

2013 Population by Age

Total	421,452
0 - 4	7.4%
5 - 9	6.9%
10 - 14	6.8%
15 - 19	6.9%
20 - 24	6.8%
25 - 34	12.9%
35 - 44	12.7%
45 - 54	14.1%
55 - 64	12.5%
65 - 74	7.0%
75 - 84	4.0%
85+	1.9%
18+	74.8%

2000 Population by Sex

Males	47.8%
Females	52.2%

2008 Population by Sex

Males	47.9%
Females	52.1%

2013 Population by Sex

Males	48.0%
Females	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Mobile, AL****2000 Population by Race/Ethnicity**

Total	399,843
White Alone	63.1%
Black Alone	33.4%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.2%
Diversity Index	50.3

2008 Population by Race/Ethnicity

Total	411,365
White Alone	59.6%
Black Alone	36.1%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	52.9

2013 Population by Race/Ethnicity

Total	421,452
White Alone	59.6%
Black Alone	36.1%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	52.9

**2000 Population 3+ by School Enrollment**

Total	381,801
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	13.6%
Enrolled in Grade 9-12	6.1%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	71.1%

2008 Population 25+ by Educational Attainment

Total	265,965
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	13.8%
High School Graduate	33.3%
Some College, No Degree	20.4%
Associate Degree	6.6%
Bachelor's Degree	13.3%
Graduate/Professional Degree	7.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Mobile, AL****2008 Population 15+ by Marital Status**

Total	323,433
Never Married	27.9%
Married	53.2%
Widowed	7.1%
Divorced	11.8%

**2000 Population 16+ by Employment Status**

Total	301,859
In Labor Force	59.4%
Civilian Employed	54.5%
Civilian Unemployed	4.5%
In Armed Forces	0.4%
Not in Labor Force	40.6%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	91.4%
Civilian Unemployed	8.6%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	92.1%
Civilian Unemployed	7.9%

2000 Females 16+ by Employment Status and Age of Children

Total	161,296
Own Children < 6 Only	8.0%
Employed/in Armed Forces	4.4%
Unemployed	0.7%
Not in Labor Force	2.9%
Own Children < 6 and 6-17 Only	6.5%
Employed/in Armed Forces	3.4%
Unemployed	0.5%
Not in Labor Force	2.6%
Own Children 6-17 Only	18.5%
Employed/in Armed Forces	11.9%
Unemployed	0.9%
Not in Labor Force	5.8%
No Own Children < 18	66.9%
Employed/in Armed Forces	28.5%
Unemployed	2.3%
Not in Labor Force	36.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

**Counties: Mobile, AL****2008 Employed Population 16+ by Industry**

Total	169,645
Agriculture/Mining	1.0%
Construction	8.4%
Manufacturing	11.5%
Wholesale Trade	4.0%
Retail Trade	12.5%
Transportation/Utilities	5.3%
Information	1.3%
Finance/Insurance/Real Estate	5.7%
Services	46.3%
Public Administration	4.0%

2008 Employed Population 16+ by Occupation

Total	169,645
White Collar	55.9%
Management/Business/Financial	10.2%
Professional	20.5%
Sales	13.2%
Administrative Support	11.9%
Services	17.4%
Blue Collar	26.7%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	5.2%
Production	7.0%
Transportation/Material Moving	6.7%

**2000 Workers 16+ by Means of Transportation to Work**

Total	162,389
Drove Alone - Car, Truck, or Van	82.7%
Carpooled - Car, Truck, or Van	12.5%
Public Transportation	0.8%
Walked	1.3%
Other Means	0.9%
Worked at Home	1.8%

2000 Workers 16+ by Travel Time to Work

Total	162,389
Did Not Work at Home	98.2%
Less than 5 minutes	2.4%
5 to 9 minutes	8.3%
10 to 19 minutes	32.0%
20 to 24 minutes	16.5%
25 to 34 minutes	22.6%
35 to 44 minutes	4.7%
45 to 59 minutes	6.3%
60 to 89 minutes	3.0%
90 or more minutes	2.4%
Worked at Home	1.8%
Average Travel Time to Work (in min)	25.2

2000 Households by Vehicles Available

Total	150,179
None	8.9%
1	35.3%
2	38.5%
3	12.8%
4	3.4%
5+	1.1%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Mobile, AL****2000 Households by Type**

Total	150,179
Family Households	71.1%
Married-couple Family	49.5%
With Related Children	24.0%
Other Family (No Spouse)	21.6%
With Related Children	14.7%
Nonfamily Households	28.9%
Householder Living Alone	24.8%
Householder Not Living Alone	4.1%

Households with Related Children	38.7%
Households with Persons 65+	23.2%

2000 Households by Size

Total	150,179
1 Person Household	24.8%
2 Person Household	31.5%
3 Person Household	18.7%
4 Person Household	14.6%
5 Person Household	6.7%
6 Person Household	2.4%
7+ Person Household	1.4%

2000 Households by Year Householder Moved In

Total	150,179
Moved in 1999 to March 2000	19.6%
Moved in 1995 to 1998	27.2%
Moved in 1990 to 1994	15.9%
Moved in 1980 to 1989	14.5%
Moved in 1970 to 1979	11.8%
Moved in 1969 or Earlier	11.1%
Median Year Householder Moved In	1994

**2000 Housing Units by Units in Structure**

Total	165,101
1, Detached	71.0%
1, Attached	1.9%
2	2.4%
3 or 4	3.9%
5 to 9	4.3%
10 to 19	2.3%
20+	4.7%
Mobile Home	9.3%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	165,101
1999 to March 2000	2.3%
1995 to 1998	6.9%
1990 to 1994	6.9%
1980 to 1989	15.1%
1970 to 1979	23.6%
1969 or Earlier	45.2%
Median Year Structure Built	1972

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**Counties: Mobile, AL****Top 3 Tapestry Segments**

1.	Midland Crowd
2.	Southern Satellites
3.	Modest Income Homes



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$240,757,323
Average Spent	\$1,554.65
Spending Potential Index	58
Computers & Accessories: Total \$	\$24,673,215
Average Spent	\$159.32
Spending Potential Index	67
Education: Total \$	\$138,495,240
Average Spent	\$894.31
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$401,124,867
Average Spent	\$2,590.19
Spending Potential Index	70
Food at Home: Total \$	\$531,121,816
Average Spent	\$3,429.62
Spending Potential Index	70
Food Away from Home: Total \$	\$369,005,600
Average Spent	\$2,382.79
Spending Potential Index	70
Health Care: Total \$	\$465,373,710
Average Spent	\$3,005.07
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$226,490,927
Average Spent	\$1,462.52
Spending Potential Index	64
Investments: Total \$	\$99,826,946
Average Spent	\$644.61
Spending Potential Index	64
Retail Goods: Total \$	\$2,867,936,198
Average Spent	\$18,519.18
Spending Potential Index	68
Shelter: Total \$	\$1,576,796,801
Average Spent	\$10,181.88
Spending Potential Index	66
TV/Video/Sound Equipment: Total \$	\$155,468,105
Average Spent	\$1,003.91
Spending Potential Index	70
Travel: Total \$	\$189,796,689
Average Spent	\$1,225.58
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$105,988,398
Average Spent	\$684.40
Spending Potential Index	69

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.